

Major Problems and Countermeasures in the Development of Electronic Commerce of Fresh Agricultural Products

Lv Xiaoyong

Guangdong University of Science & Technology, Guangdong, 523083, China

Keywords: Fresh Agricultural Products, E-Commerce, Problems, Countermeasures

Abstract: The e-commerce of fresh agricultural products in our country has developed very quickly, which has played an important role in innovating the circulation mode of agricultural products and solving the problem of "three rural areas", especially the economic development of rural areas, the optimization of industrial structure, the mode of production, income and consumption of farmers. At present, the e-commerce of fresh agricultural products in China is also facing some problems in the process of development, such as the production quality of fresh agricultural products, logistics and transportation costs, consumer problems and so on. On the basis of expounding the problems faced in the development process of e-commerce of fresh agricultural products, this paper proposes corresponding countermeasures to promote the healthy and sustainable development of e-commerce of fresh agricultural products.

1. Introduction

E-commerce of fresh agricultural products plays an important role in promoting the development of rural economy, such as promoting the rapid circulation of fresh agricultural products, improving the competitiveness of agricultural products themselves and so on [1]. However, with the rapid development of e-commerce in China, the market of e-commerce of fresh agricultural products is constantly active, the national policy is inclined, more and more merchants join, and some problems arise in the development of e-commerce of fresh agricultural products in this environment. This paper puts forward some suggestions on the development of e-commerce for fresh agricultural products and hopes to promote the healthy and sustainable development of e-commerce for fresh agricultural products.



Figure 1 Elements of e-commerce for fresh agricultural products

2. Effectiveness of Electronic Commerce for Fresh Agricultural Products

2.1. Promoting Rural Economic Development

First, in rural infrastructure. At present, the rapid development of fresh agricultural products in e-commerce, in many aspects, need the attention and support of relevant parts, for example, rural information infrastructure, rural road construction, all need government policy and economic support. The development of e-commerce for fresh agricultural products needs the support of

information network, which will promote the relevant departments to strengthen the network construction at all levels. The construction of information network will further promote the rapid development of agricultural monitoring, agricultural services, agricultural markets, agricultural products information and so on.

Secondly, in the construction of cold chain logistics system. The rapid development of electronic commerce of fresh agricultural products promotes the construction of cold chain logistics system to some extent. As we all know, the development of cold chain logistics in the circulation of fresh agricultural products is not optimistic. At present, e-commerce platform mainly adopts self-built distribution and third-party logistics in logistics mode.

Finally, the large-scale production of agricultural products. The combination of e-commerce mode and fresh agricultural products has achieved good results, and the sales volume of fresh agricultural products is also increasing rapidly, which has prompted the problem of production scale of fresh agricultural products. Large-scale mechanization, greenhouse production will be a priority for farmers, producers in order to provide a large number of fresh agricultural products to learn more production knowledge, to a certain extent will also promote the change of farmers' knowledge structure.

2.2. Rural Industrial Structure Optimized

First, the transformation in the mode of production. In the era of big data, e-commerce model is used in the sale of fresh agricultural products, which makes the sale of agricultural products quickly. To a certain extent, the producers of agricultural products will expand the scale of production, acquire the knowledge of production, and expand the scope and field of cultivation accordingly.

Secondly, the transformation in the industrial structure. Under the environment of the rapid development of e-commerce, the sales speed of fresh agricultural products is accelerated and the circulation scope is enlarged, which makes the producers of agricultural products expand their production scale or create some special agricultural brands. Some regions use this platform to develop other industries in the environment of e-commerce. For example: tourism, the use of characteristic green farms to develop tourism, tourism development will lead to the development of some other industries, such as service industry, express delivery industry, transportation and so on, to a certain extent, further optimize the industrial structure of rural areas.

2.3. Changes in the Way Farmers Consume

In the environment of e-commerce, the rapid sale of fresh agricultural products has increased the income of farmers to a certain extent. The increase in farmers' income will also lead to changes in their consumption patterns. Under the condition of Internet, the circulation of fresh agricultural products can break the limitation of time and space, and people's consumption choice and consumption mode will have certain changes.

3. The Problems in the Development of Electronic Commerce of Fresh Agricultural Products in China

3.1. Fresh Agricultural Products

First, in storage transport. Fresh agricultural products as a special article, because it is perishable, not easy to preserve and difficult to transport, and rice, edible oil, dry goods and so on are very different. Therefore in the fresh agricultural products transport requirements are higher, fresh agricultural products in the shortest time to transport to the hands of demanders. The preservation of some produce requires extremely high temperatures, such as bananas, which do not rot easily until they are placed at 13 degrees Celsius.

Table 1 Major agricultural production in China, 2010-2013

	2010	2011	2012	2013
牛肉	10909	11959	8060	4432
猪肉	33201	32610	29504	32539
冻鸡	20828	26823	22175	24212
水海产品	880218	1098337	1811810	1942923
鲜蛋	9789	12107	11203	10688
蔬菜	798093	934993	755935	900551
鲜或冷藏蔬菜	377180	397112	317737	340171
橘、橙	52098	63686	83932	99121
苹果	83163	91433	95991	102978

Second, on security issues. Food hygiene has always been a hot topic in society, and the frequency of food safety accidents has been increasing in recent years. But now, the green healthy life becomes the people's yearning, impels the people to the food request to be higher and higher. As the necessities of life, the safety and transportation of fresh agricultural products are difficult problems.

Finally, on the issue of standards. Most of our fresh agricultural products are produced on a small scale, because the scale is not very large, plus scattered in different places, not very concentrated, so the standard of fresh agricultural products has not been unified. China's agriculture-based, large-scale modern production level is not high, plus our fresh agricultural products in the production process, the quality of the test is not a relatively complete system [2].

3.2. Logistics and Transport Aspects

In the environment of e-commerce development, logistics cost accounts for a large proportion of the whole cost, and the logistics cost of fresh agricultural products accounts for about 60%. Because of the particularity of fresh agricultural products and the consideration of food safety, it is required to use cold chain logistics mode in the transportation of fresh agricultural products, and the cost of using cold chain logistics is higher than that of general logistics. Coupled with the problem of returning goods caused by urban congestion and material damage during transportation will increase the cost.

3.3. Consumer Aspects

First, consumption habits. e-commerce of fresh agricultural products has developed since 2005, and consumer's consumption habits are constantly changing. The older generation of consumers are used to go to the vegetable market or supermarket in buying food. Although the younger generation of consumers can accept online shopping, but fresh agricultural products and furniture, books, clothes and shoes are different, fresh agricultural products have a high demand for safety and quality. This kind of environment, also directly affects people's consumption, purchase habits.

Again, loyalty maintenance. In the past ten years of the development of e-commerce of fresh agricultural products, according to the relevant investigation, people pay attention not only to the sanitary quality of products, but also to their prices when they choose to buy fresh agricultural products. In such cases, customer loyalty is hardly guaranteed.

4. Countermeasures in the Development of Electronic Commerce of Fresh Agricultural Products in China

4.1. Storage and Transport of Fresh Agricultural Products

The government should take the lead or lead some leading agricultural enterprises to focus on supporting the circulation of fresh agricultural products, especially in some areas of processing, storage and transportation to increase support for facilities construction [3]. At the same time, it is

also necessary to increase the inspection of the safety and quality of fresh agricultural products, formulate unified production standards when conditions permit, produce high-quality and high-standard agricultural products, promote the expansion of the circulation scale of fresh agricultural products, and promote the better development of electronic commerce of fresh agricultural products.

4.2. Logistics of Fresh Agricultural Products

Fresh agricultural products because of its particularity, the difficulty of keeping fresh, to send fresh agricultural products to all places in the shortest time, so the requirements in logistics transportation will be relatively high. The government and relevant departments can increase the support for the logistics cost, can increase the support for the cold chain logistics, help enterprises reduce part of the cost expenditure in this respect, ensure the quality and safety of fresh agricultural products, and improve the cost-performance ratio [4].

4.3. Consumer Aspects

With the continuous development of social economy, people's demand for a better life is higher and higher. Fresh agricultural products as a necessity of life, people will pay more attention to the quality and safety of products when consuming. Food safety departments can increase the quality of fresh agricultural products testing, for consumers to buy psychological foundation [5]. In addition, producers of fresh agricultural products should also check the quality of their products to enhance the competitiveness of their products and attract more consumers. This also requires the government or some leading agricultural enterprises to increase support for individual producers, in terms of funding, policies, knowledge training. Help more farmers to master some online trading skills and methods, so that e-commerce in fresh agricultural producers to create trust, is conducive to the better development of e-commerce fresh agricultural products, but also to retain some loyal consumers.

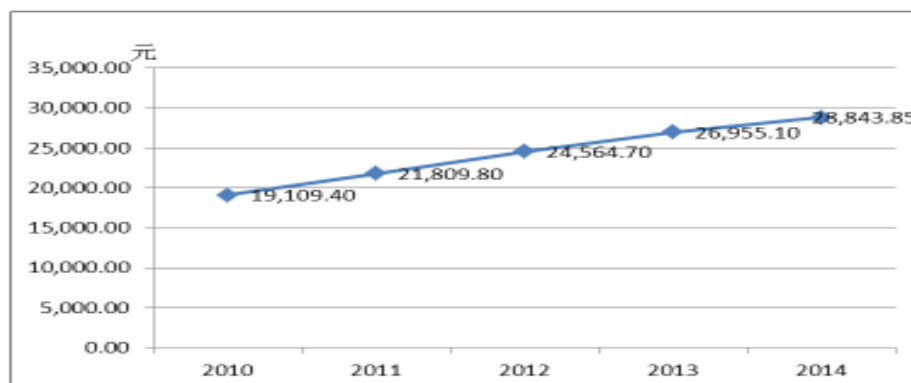


Figure 3 Per capita disposable income of households in China, 2010-2014

5. Conclusion

E-commerce of fresh agricultural products is an important issue to promote the development of rural economy. The development of e-commerce of fresh agricultural products can solve the problem of "three rural areas" to a certain extent and promote the development of rural economy. And the development of e-commerce of fresh agricultural products in China is facing the problem of "small production and large market demand ". In this paper, some suggestions are put forward to promote the healthy and sustainable development of e-commerce of fresh agricultural products, so as to promote the development of rural economy.

References

[1] Lin, Li. A Study on the Innovation of E-Commerce Mode of Fresh Agricultural Products in the Internet Age. *Agricultural economy*, no. 06, pp. 139-141, 2020.

- [2] Zheng, Xianglin., Feng, Weiyi. A Study on the Development of Logistics Service System for Fresh Agricultural Products in Electronic Commerce. Chinese and foreign entrepreneurs, no. 08, pp. 107, 2020.
- [3] Wang, Fei. Discussion on the Innovation of Logistics Service in Electronic Commerce of Fresh Agricultural Products. Rural Practical Technology, no. 12, pp. 76-79, 2019.
- [4] Mei Ling Wang., Yang Liu Yang., Li, Zhiqiang. Current Situation and Prospect of E-commerce for Fresh Agricultural Products in China. Agriculture Outlook, vol. 15, no. 10, pp. 131-135, 2019.
- [5] Qi, Xin., Wang, Yijie. Analysis and Prospect of E-commerce Development of Fresh Agricultural Products in China. Agriculture Outlook, vol. 15, no. 10, pp. 136-139, 2019.